THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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The Frenzied Shopping Season is ripe

in the Valley of the Moon

And how many ways, may we ask, are you having your leftover turkey for the balance of the week?

You can always spot a well informed man. His views are the same as yours. VALLEY WATCH REPAIR, Boyes. Gifts of quality.

Anyway you can probably have a turkey sandwich this Saturday while watching or listening to one of your favorite "big" games. On the coast you have a choice of Cal-Stanford, USC-UCLA, Washington-Washington State, and Oregon-Oregon State. Geographically close big name teams will be playing traditional rivals all across the nation.

WOODLEAF MARKET, Boyes Springs. Sensational values every week, many on staples you always need. We won't be undersold.

So, comes basketball, in a week or two, and this is a game which pleases many. We liked it, too, till they put in so many rules that it become a whistle-blowing contest with the referees the stars. A player now need only look cross at an opponent and the whistle blows.

THE CHICKEN HOUSE, Hiway 12, Boyes. Finest chicken you ever ate. Complete menu. Short orders. Home-made pies.

Still on sports: We're picking the east over the west in the Rose Bowl, simply because we don't think the west coast teams have as yet recovered from their terrible slump which has lasted for about 10 years. They'll be out of it before much longer—but not yet.

STOCK UP for the holidays with 7-year-old Charter Oak. 1/5 $4.15. ½ case, $22.49. Coldest 6 pak, $1.25. BROADWAY CAFE, Sonoma.

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We made at least three grievous errors in last week's Moonbeams, perhaps because of the near approach of the holiday season. So let's correct them herewith!

At the new Pink Barn in Glen Ellen, we got the history of the proprietors considerably balled up. John Poch formerly was a carpenter at Hamilton field, but had operated a restaurant in Santa Rosa. Mrs. Poch (Onalea) is an engineer (yep, a real engineer) at Mare Island. Otherwise, our story was correct. They've got a cozy little restaurant up in the historic town of Glen Ellen, Jack London's old-time hangout.

JIM'S FINE MEATS, at Boyes Food Center. Choicest meats, cut as you like it. Delicatessen section. Friendly and fast service.

The other two errors? Not too bad. Those apples brought back from Paradise by Postmaster Marie Shane were not Roman Beauties but "19 ounce Pippins," so called because almost all of the mature apples weigh exactly 19 ounces, and take down most of the prizes at county fairs. They're pretty wonderful as baked apples or as apple pies.

And there was a wonderful ad listing bargains in potent drinkables, Charter Oak to be exact. But . . . the ad didn't tell you who was selling it. It was, and is, Pop and Mom Medros' Broadway cafe in Sonoma.

ESPOSTI'S LUNCH ROOM, Fetters Springs. Home cooked foots, a la carte. Fountain. Hamburgers. Snacks. Wonderful soup.

People quite frequently tell us about their visits to the city and things like that—and if we had the accepted kind of weekly newspaper that'd be mighty welcome news. But with our small size, it's hardly practicable to include a lot of "personals." They belong in the Review rather than Moonbeams. But keep 'em coming! Maybe we'll just get 'em printed in something or other.

If you didn't say "Thank you, God" in church the Sunday or Wednesday before Thanksgiving Day, why not do it next Sunday, Nov. 25, says Rev. Baron A. McLean of First Congregational church, Sonoma.

There's a whale of a good party shaping up at Rustic Inn for Saturday, Dec. 1. Gunner and Ruth will be celebrating their first two years in business at the Rustic, one of the real old-time taverns still extant in Glen Ellen. Listed are "hell raisin', plenty eats, a general good time." And you're invited to join in the celebration. Sounds like fun.

BOYES SPRINGS FOOD CENTER. More food for your money. We stock only quality. A grocery department store. Take-out license.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Guess it wasn't Thanksgiving, more likely Christmas or New Year's. But in 1941 (that's 15 years ago), the kid entered the service the day after Pearl Harbor. Ten days later he was on his way to California. So it was a very blue holiday for us, and we didn't feel much like having dinner at home. So we went "out."

Practically all the eating places in Lansing, Mich., were closed for the day (of course we didn't feel like paying the big prices charged by the hotels and other swank dineries), so we headed back toward Holt, seven miles to the south.

A little hamburger place was open, so we settled for a hamburger apiece, plus coffee. The sandwiches were a nickel apiece, and think w had two each. And at the time it nearly broke us. But nevertheless, 'twasn't such a bad holiday, and later we had fine radio reception.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

Last week we inferred that sometimes we'd like to make this little paper the most widely read in the entire valley. Certainly part of this is already true, and we'd also add it's the most "closely" read. Evidence comes from the fact that the most thoroughly buried item is frequently brought to our attention when we thought nobody would notice it. Kinda nice, though. Keeps us on our toes.

SPANISH FOODS—Enchilladas, tacos, tortillas, NOW at MENDEL'S CAFE, Boyes Plaza. Wonderful steaks, too. Short orders.

The election's over, but we still hear reverberations. Two good republicans were talking, we overheard 'em, and their conclusions were that many, maybe most, democrats are all right; that the old-time democrat is a real American, but that the "unreconstructed" dems of the new deal and other off-side relicts are the ones to watch out for.

And who'll be running the dems the next four years? Not little Adlai. Maybe Kefauver will still have considerable influence, but the best bets are men like Lyndon Johnson, Symington, Lausche, Kennedy, and other level-headed sound-thinking adherents of the democratic philosophy.

(Which philosophy isn't much different from that of the republicans.)

BANQUETS and PARTIES our specialty. PAUL'S RESORT, Verano. Dancing every Friday, Saturday, Sunday. Come on over.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

If you looked at and liked the moon eclipse Saturday night, you may be interested in the fact that there'll be a partial eclipse of the sun on December 2. But you can't see it here. Take a little trip to north Africa or western central Asia and you'll see a honey.

SONOMA FURNITURE MART, Broadway. Christmas just ahead. Get something "good" this year. Lay-Aways welcomed.

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

There's some newly retopped streets hereabouts, and it's wonderful. Should be more. And the more or less unimportant streets should be given the once-over once in a while and kept in better condition. Calle del Monte, Boyes boulevard and Riverside drive are right now in better condition than we've seen them in 10 years.

Which leads us to another angle:

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

Why, certainly in the downtown business section of Boyes Springs, don't we get the pavements widened a little, install curbing, and really make this look like the sizeable city it really is?

If only somebody was in charge hereabouts! We pay out good money in taxes, and get for it far too little. Incorporation may be the only answer, but certainly we shouldn't have to wait for that to get something in the way of a partial return from our tax money, used locally.

On the matter of incorporation, it's a question, of course, whether the Hot Springs area wants it badly enough at this time. If anyone wants to debate the question, we'll take 'em on on the matter of benefits to be derived, and especially will prove that incorporation will cost probably not one cent more than we're now paying, and we'll be getting at least something for our money.

And regardless of the predominant sentiment, incorporation will not and cannot be accomplished unless and until some dedicated citizen or a citizens' group gets behind the movement and proceeds to put it over.

Who's to do it? We dunno. For ourselves, we're agin working too hard, but would assist. Need a dynamic young fella who believes wholeheartedly in what can be accomplished, and goes out and gets the job done. Who's he? We know several who could do it. The spark might hit 'em some of these days—and away we go!

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Let's talk about the postoffice.

The mailing season is on! Wrap carefully, and time your mailing so everybody'll get your mail by the time of the holiday. That means, from Boyes to the east coast, allow certain 10 days, and surely a week throughout California. Nearby points a week isn't too much, for remember the postoffice force here, and in all other offices, will be just plain swamped, and the earlier you mail the better.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Several of our friends are pheasant hunters. Some of them even were deer hunters, and some promised us some deer meat. Only one came through. If they failed on deer and made it on pheasants, we'd even more appreciate a little pheasant meat.

Many pheasant hunters report good luck. Best results are reported from the Cotati area, where ring-ncks were planted every evening. But probably this is the last hunting thereabouts, for the big Rohnert farms will soon become a congested residential development.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

And just look. Almost every other newspaper, daily and weekly, and the big magazines, all are "down" to small size at this Thanksgiving time. But Moonbeams goes on and on in the even tenor of its ways—just as big as ever!

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

OUR RESORT, El Verano. Harvey and Melina. Stein Club headquarters. Draft beer, mixed drinks. Friendly place, always.

We've noted it many, many times: Preachers are even worse than doctors when it comes to penmanship. You just can't read what they write. But in this age of typewriters, who cares? If only they'd use 'em more often.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Just 40 years ago—on November 22, 1916—Jack London died. He is buried on a peaceful wooded knoll on the London estate in Glen Ellen, and a stone originally intended for the Wolf House, but never used, marks his grave. The only inscription is a simple "Jack London."

And if his neighbors in his beloved Valley of the Moon don't within a reasonable time do something substantial to commemorate his having lived here, then truly we're all ingrates.

He was one of the nation's greatest writers, a real he-man, and surely he deserves more from us than has up to now been accorded him.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway Sonoma. WEbster 8-2686.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

An elderly man we heard about told his neighbors: "There's going to be a big war. I'm going down right now and stock up on black pepper."

RAY'S AUTO WRECKING—1216 East MacArthur. Sonoma. WE 8-5173. We tow, buy, sell, trade. Old cars, trucks. Open 8 to 5.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call [illegible].

Two recent revolting commercials: Ford is taking currently popular songs, but putting in its own words. Must cost them plenty in royalties. Then there's Associated Oil. At its conclusion we're asked "Are you sold now?" If we had been, by the end of the diatribe we're unsold.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

As a result of Tuesday's hospital director election, the new directors are J. A. Baccaglio, John W. Cotton and William G. Raymond. Jim McDermott wasn't far behind. Trailing were James C. Nelson, T. L. Picco and Harry E. Solen. Baccaglio was high man with 739 votes.

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

There's a new real estate business just opened on the highway in Fetters Springs, the office next to the Valley of the Moon Cleaners. It's the Blackburn Real Estate—Lila W. Del Ponte, the latter heretofore associated with the Worth T. Cravens real estate firm in Boyes Springs. Donald Madden is associated as a salesman.

YELL'S ACRES NURSERY, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Jacques Hunter of Boyes Springs has established a new travel agency, his territory covering the entire Valley of the Moon. There undoubtedly is business to be had along this line in this metropolitan-minded and travel-conscious community. Huntre's office is maintained at 481 First street West, Sonoma, in the Western Union office.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

There's a new minister, Baron A. McLean, over at the First Congregational church in Sonoma. Haven't yet met him; actually have always been somewhat ill at ease with preachers, but this one seems like he might be "different." Anyway he sent us a personal invitation to hear his sermon next Sunday, his topic "I Have a Tide." Maybe we all should make an effort to get acquainted.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

The full moon rode in splendor
The skyway of the night,
And every little star she met
Would promptly dim its light.

SEE FRISCIA FOR SEAFOOD. Craig Ave., El Verano, just off Arnold Drive. Fresh Crabs, Frog Legs, Trout, Lobsters, Abalone.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

NIGHT DRIVING HAS HAZARDS

By Dr. H. L. Herschensohn

If you ever hypnotized a chicken by holding its beak to the ground and drawing a chalk line away from it, you will understand why highway accidents happen so frequently.

On moonless nights especially, when you are driving on a straight country highway with nothing to look at but the endless white line in front of you, you will find yourself like the chicken staring yourself into a state of self-hypnosis. You will either fall asleep or become so drowsy you may easily lose control of the car.

Driving has the same effect on some personse as reading a book at bedtime, making them sleepy even during the day. Such persons should stop about once an hour just to prevent this hypnotic spell of the highway.

Coffee is one of the best eye-openers. Cola drinks, because of their sugar content, are also ideal in combating highway fatigue if a sufficient amount is taken. Stopping to get this liquid stimulation and later on stopping to get rid of it keeps you from becoming drowsy.

The use of drugs to keep awake is to be condemned except in an emergency. If driving is your business, such as truck driving, then the only cure for fatigue is enough sleep and plenty of stops on the road.

TOWN HOUSE SUPPER CLUB, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

STILL LOTS OF TIME FOR GARDEN WORK

Good growing weather and a warm earth make this time of year ideal for planting. Many trees and shrubs set out now establish themselves more quickly than if you wait till the thermometer drops away down. Right about now you can choose your plants, trees or shrubs by leaf and flower and see what you are getting.

Container grown chrysanthemums can be planted.

Poppy fans can plant the perennial oriental poppy now with its orange-scarlet or salmon-pink blossoms. Or try Iceland poppy which is daintier and has shallow-cupped blossoms in yellow, white, orange, apricot or salmon.

The hardy hyacinth is not only colorful but is known for its fragrance. It is an early bloomer and flowers in pink and purple shades, pinks and reds, yellow and white. The hyacinth is sun loving but will take moderate shade. Plant it in light, enriched soil; bonemeal is a good fertilizer to use. Place a handful of sand at the base of each bulb if your garden soil is heavy.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Sure those winds remind us of Michigan. To us they're just lit- breezes. But aside from that, haven't we been having the most wonderful weather anybody could ask for? Cool nights, surely, but the afternoons have been perfect. The winter rains are due, but who cares. We can use all we get (only hope they aren't quite as heavy as last year).

Family Style Chicken. All you can eat, $1.75. Best Italian Spaghetti and Ravioli. BUNNY'S CAFE, 2135 Mendocino, Santa Rosa.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

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